

DIAMOND “CITY” PARTNERSHIP (2021)



"Tennis engenders brand loyalty second only to NASCAR & has a fan base with a high average net worth." - Sport Business Int'l

IDENTIFICATION - RECOGNITION

- Stadium Court signage (name/logo), 2 signs Court Level and 1 sign on the Upper Level
- 2nd Show Court signage (name/logo), 2 signs at Court Level
- 3rd Show Court signage (name/logo), 2 signs at Court Level
- Recognition as a Diamond “City” Sponsor on Sponsor’s Board at tournament entrance*
- Recognition as a Diamond “City” Sponsor on Sponsor’s Board prominently displayed *
- Recognition as a Box Holder on Box Holder's Board prominently displayed *
- Corporate Identification at the Box seat entrance in Stadium Court

* Sponsors & Box Holders Boards are prominently displayed **year-round** at the Delray Beach Tennis Center & Stadium

ADVERTISING

- Digital Advertisement on YellowTennisBall.com (official tournament website; over 400,000+ page views annually)
- Recognition in print and promotional materials produced by Match Point, Inc., where applicable, i.e. 5,000 posters distributed locally and regionally to over 200 private and public country clubs, tennis facilities, and event partners and sponsors; newspaper and glossy mag advertisements (Palm Beach Post, Sun Sentinel, Florida Travel, Travelhost, Atlantic Ave., etc.)
- Right to incorporate sponsor’s tournament affiliation in promotional activities

PROMOTIONS

- Opportunity for a Stadium Court Coin-Toss with ATP players
- A 10’ x 10’ Exhibition Booth to showcase sponsor’s products and services, including exhibitor credentials and parking passes.
- 1 Public address announcement per match on Stadium Court
- “**Featured Sponsor Session**” devoted to the promotion of sponsor, including signage at tournament entrance naming sponsor as “*Session Sponsor*”
- Assistance in designing promotions and creating tournament related marketing programs
- Sponsor may supply product to spectators, players, press, and tournament VIP’s, upon Match Point, Inc.’s approval



TICKETS, CREDENTIALS & PASSES

- 2 Boxes (4 seats each box) per session
- 4 Sponsor/VIP credentials
- 8 Reserved Seats (sections A-O) on Stadium Court per session
- 2 VIP Parking passes per session
- 4 Premier Parking passes per session

WEBSITE, SOCIAL MEDIA & E-NEWSLETTER

- Recognition and Company Link on [Official Tournament Website](#) (425,000+ page views annually)
- Recognition and interaction on Official Social Media Sites i.e. Facebook (400,000+ daily total reach* during tournament week alone, and 10.4 million+ Annual Viral Post Impressions**)
- Recognition on [Official E-Newsletter](#) including a “Featured Introduction” to 9,000-plus sponsors, VIP's, Box holders and Patrons via YellowTennisBall.com
- Opportunity to submit up to three (3) social campaigns/marketing contests annually for the tournament to promote within preferred social platforms.

* The number of people who were served any activity from Delray Beach Open's Page from its posts, posts to its Page by other people, Page mentions and check-ins.

** The number of times users saw your posts via stories published by their friends. (Total Count)

HOSPITALITY

- Invitations for 8 people to join us for the VIP Reception
- Access throughout the tournament week to the private VIP Clubhouse Lounge, featuring live TV coverage of the matches in an indoor/outdoor oasis overlooking event
- Hospitality areas with catering are available for your entertainment needs

OFFICIAL TOURNAMENT MERCHANDISE

- 8 Official Tournament Polo Shirts
- 8 Official Tournament T-shirts

The 2021 Diamond “City” Partnership is available for \$175,000